



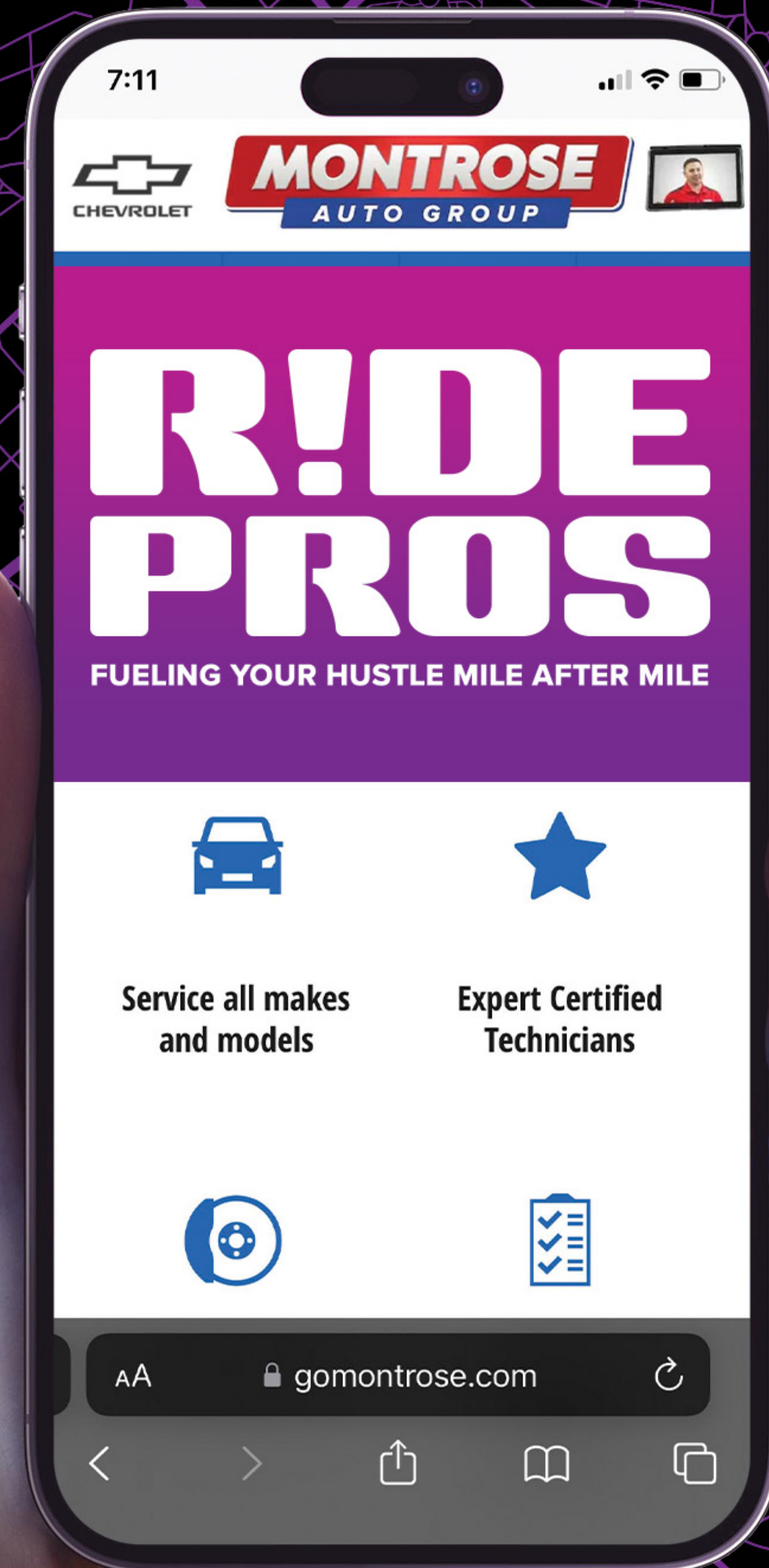
R!DIE P!RROOS

FUELING YOUR HUSTLE MILE AFTER MILE

PURPOSE

On average, **rideshare drivers** put anywhere from **30,000-60,000 miles** on their personal vehicle per year. This could result in needing **4-8 oil changes and tire rotations every year!**

Introducing the **Montrose RidePros!** Pick the benefits that work for your hustle, whether that's a **year long membership** or a **quick tune-up** to get you through the summer.



BRANDING

**RIDE
PROS**

The RidePros logo is beneficial for attracting Uber and Lyft drivers due to its simple, clean design, bright colors reminiscent of Lyft, bold font that conveys confidence and readability. Its visual appeal and similarity to Lyft's branding may help foster trust and recognition among rideshare drivers, ultimately drawing more customers in for services.

LOGO VARIANTS

R!DDE
P!RROS

R!DDE
P!RROS

R!DDE
P!RROS

FONTS / COLORS

Sneakers Pro

Proxima Nova Bold

Proxima Nova Regular

Pink

C: 20 M: 100 Y: 0 K: 0

R: 198 G: 22 B: 0

Hex: c6168d

Purple

C: 69 M: 100 Y: 0 K: 0

R: 113 G: 43 B: 144

Hex: 712b90

Gradient

Pink Location: 0%

Purple Location: 100%

Alignment: Vertical

IMAGERY

- Diverse
- Positive
- Casual



IMAGERY



YEARLY BENEFITS

- **Annual Price: \$99** (And visually show the total savings of everything offered to entice the drivers to join)
- **30% off every oil change** on your registered rideshare vehicle
- **30% discount on accessories** – all weather mats, etc.
- **Priority status on service** – bumped to the front of the line during certain hours (2-6pm, for example)
- **Two free car detailing services** to be scheduled during the year
- **50% off quarterly multipoint inspection**
- Buy 3 tires, get the **4th tire for \$1**
- **Discounted EV charging** at any dealership within the group

PICK & DRIVE

CHOOSE YOUR SERVICES ON THE GO.

- **Every 4th oil change and tire rotation** for rideshare drivers is **FREE** on their registered vehicle
- **50% off car detailing service** for rideshare drivers (limited to one detailing per year)
- **Breakfast or lunch voucher** for nearby restaurant while vehicle is being serviced



PRINT

PICK & DRIVE WITH

R!IDE PROS

CHOOSE YOUR SERVICES ON THE GO

FREE
OIL CHANGE
& TIRE ROTATION¹

50% OFF
CAR DETAILING²

FREE
BREAKFAST
OR LUNCH VOUCHER³



[1] Every 4th oil change and tire rotation for rideshare drivers on their registered vehicle. [2] 50% off car detailing service for rideshare drivers (limited to 1 per year). [3] Breakfast or lunch voucher for nearby restaurant while vehicle is being serviced.

CAR MAGNET



R!DE PROS

FUELING YOUR HUSTLE MILE AFTER MILE

Visit GoMontrose.com | Call XXX-XXX-XXXX

SOCIALS

MONTROSE
AUTO GROUP

**R!DE
PROS**

30% OFF
Oil Changes



MONTROSE
AUTO GROUP

**R!DE
PROS**

Rideshare Drivers Get:

- 30% Off Oil Changes
- 30% Off Accessories
- Priority Status*
- 2 FREE Detailings
- 50% Off Quarterly Multipoint Inspection
- Buy 3 Tires, Get The 4th Tire For \$1



**R!DE
PROS**
**3 TIRES
4TH TIRE FOR \$1**

